

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

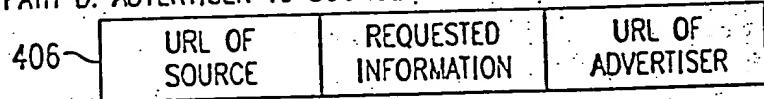


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

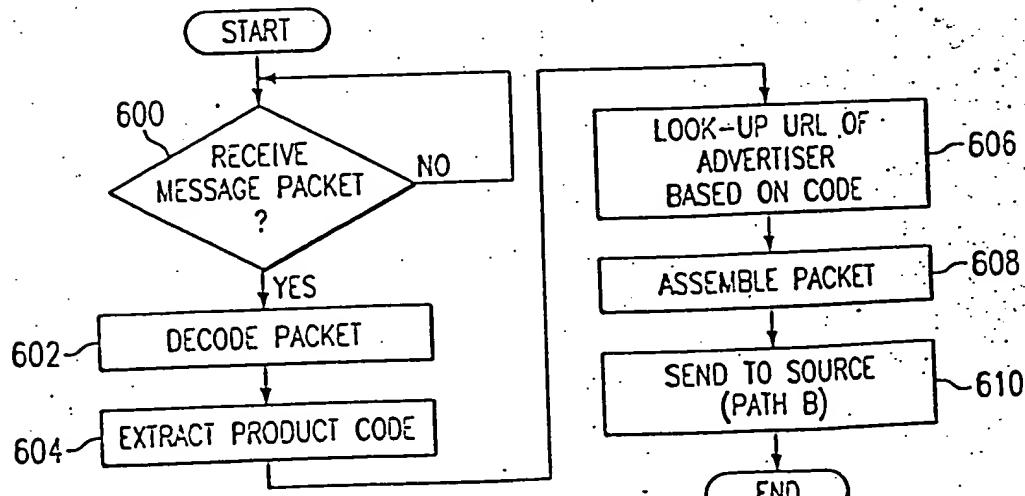


FIG. 6

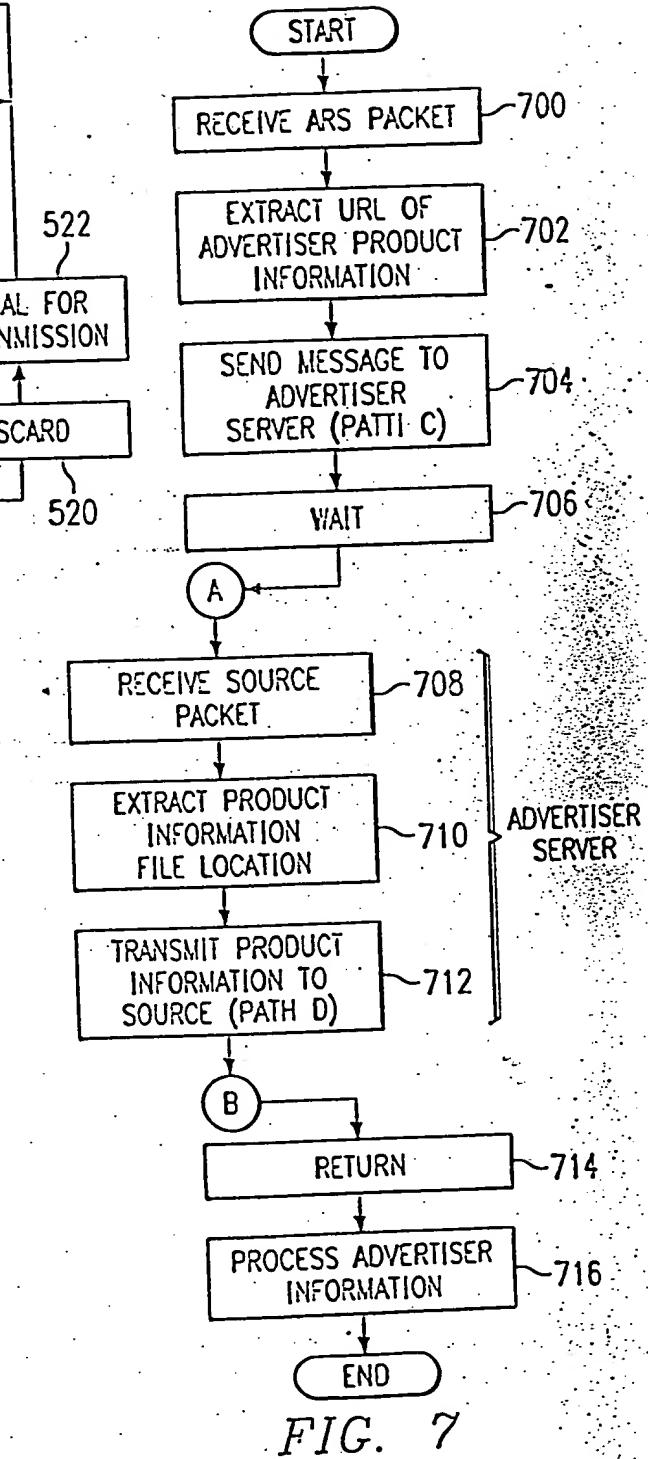
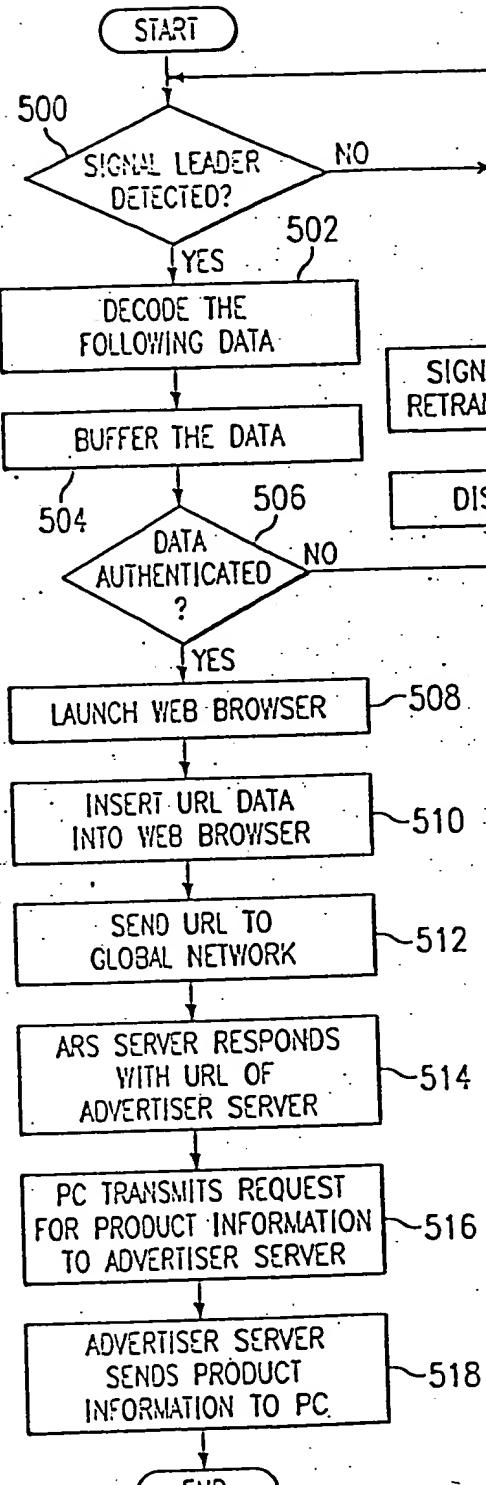
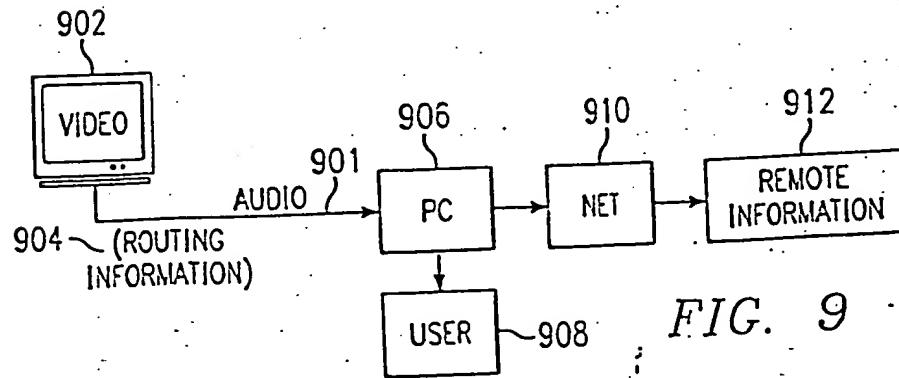
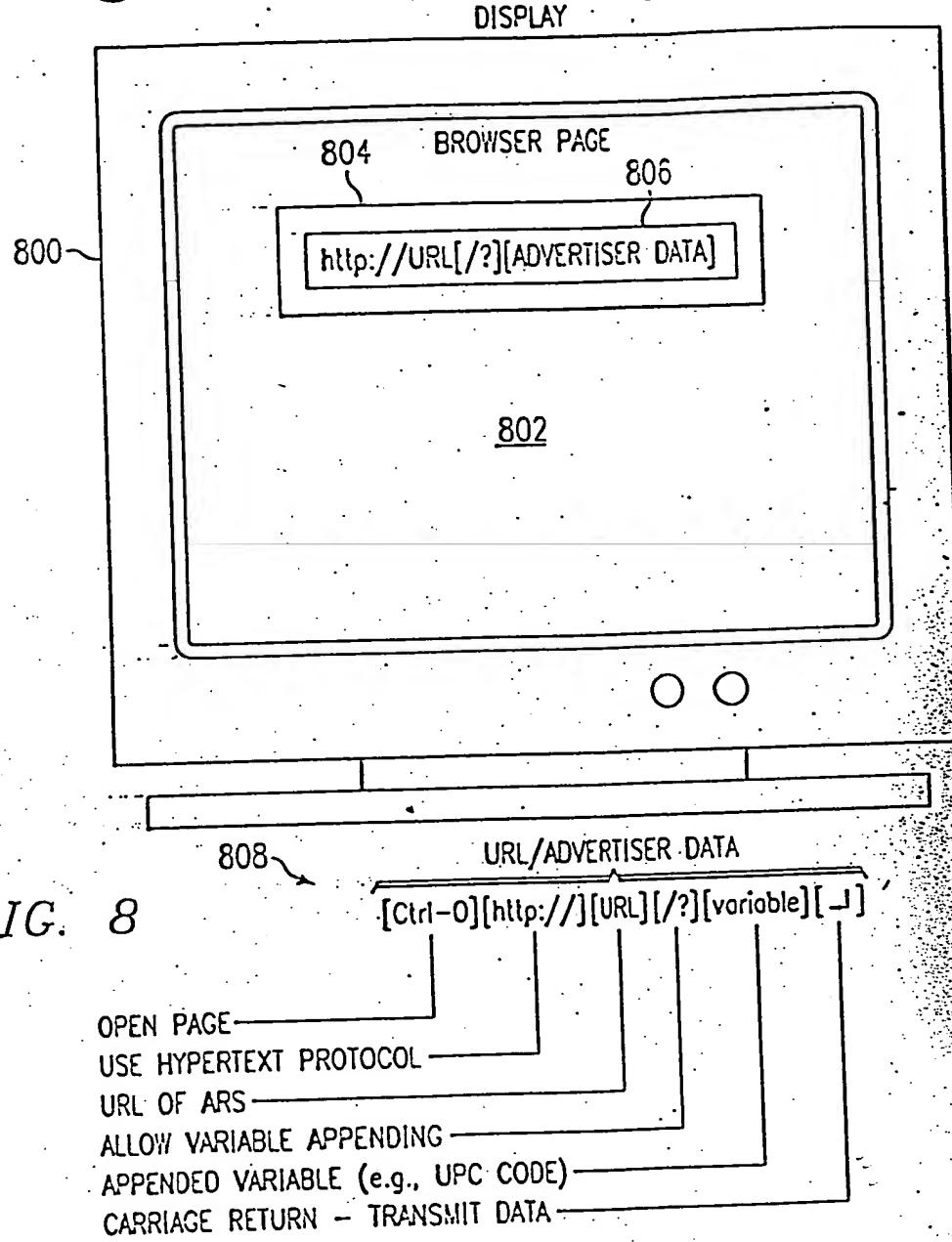


FIG. 5

FIG. 7



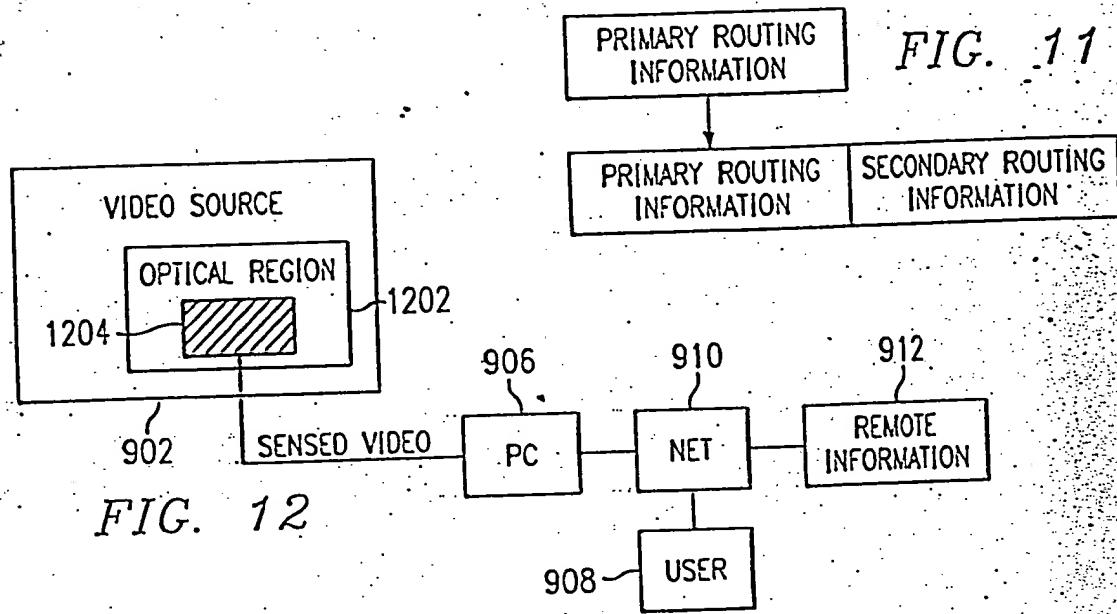
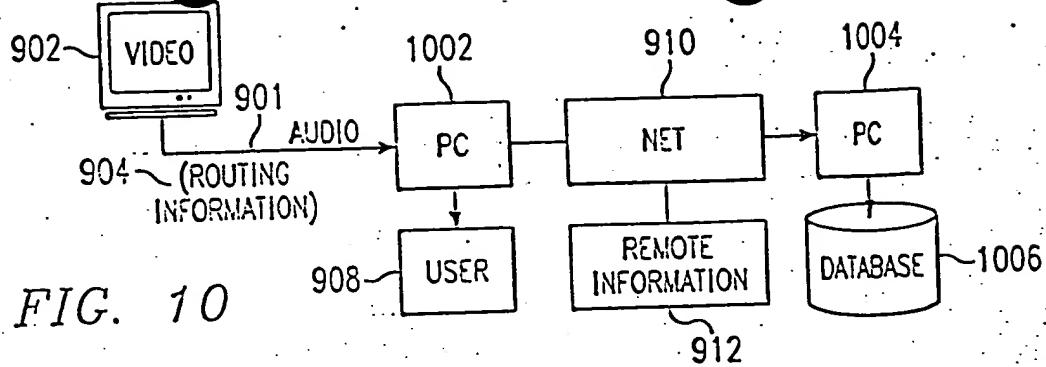
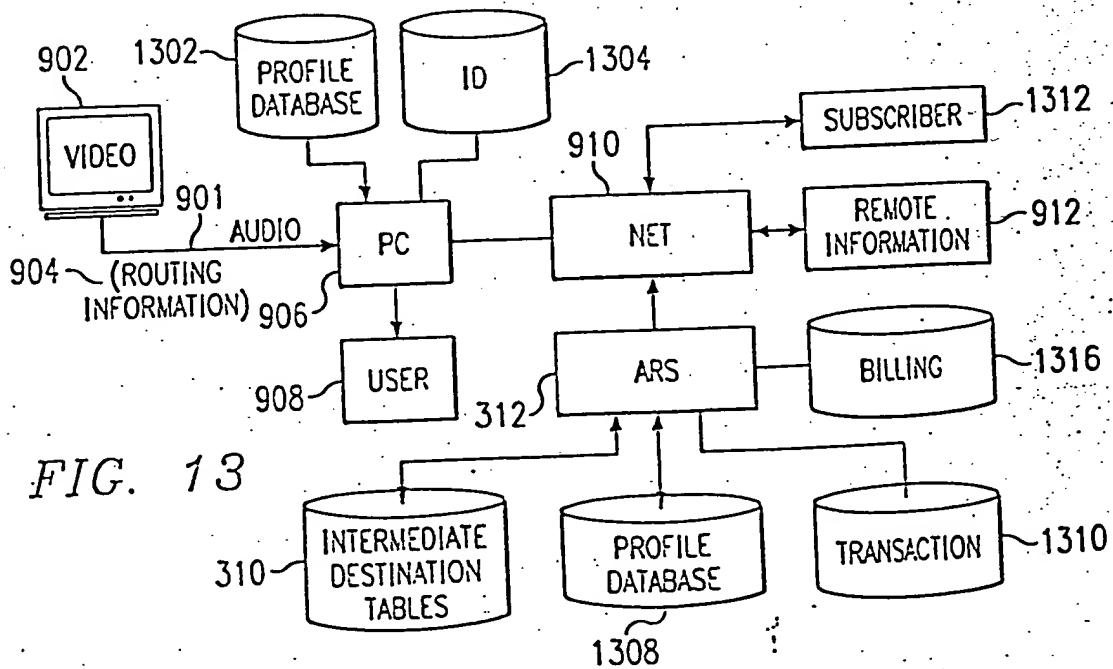


FIG. 12



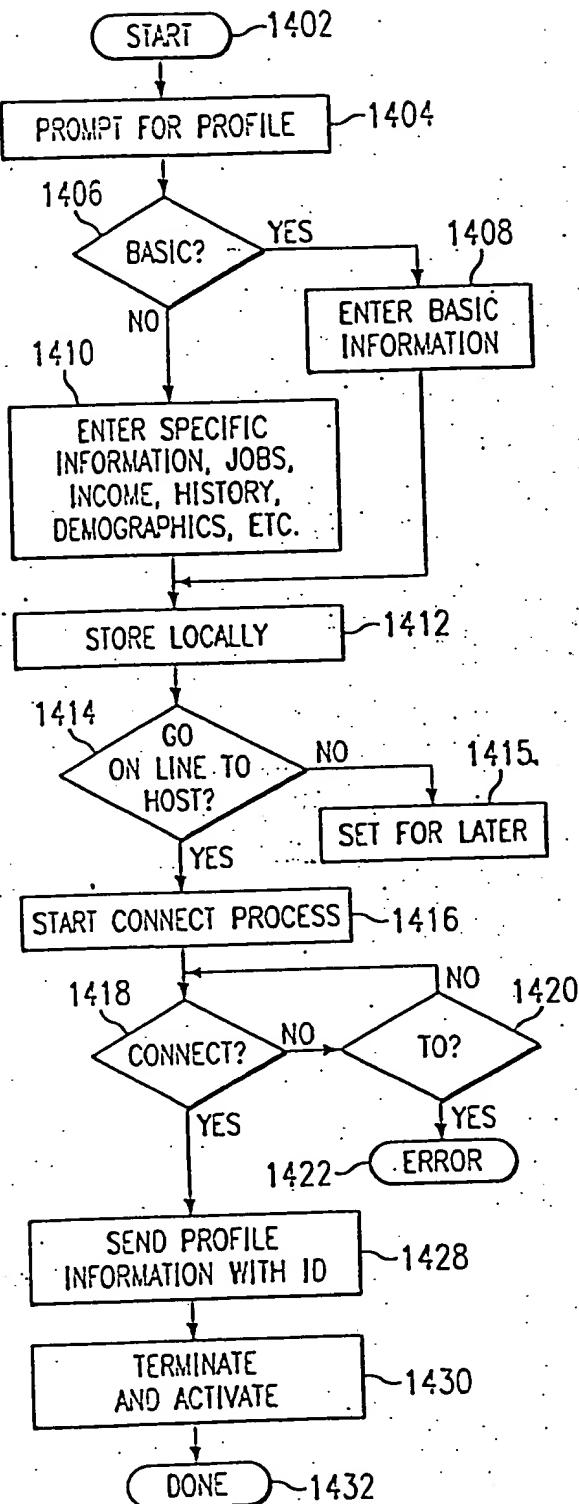


FIG. 14

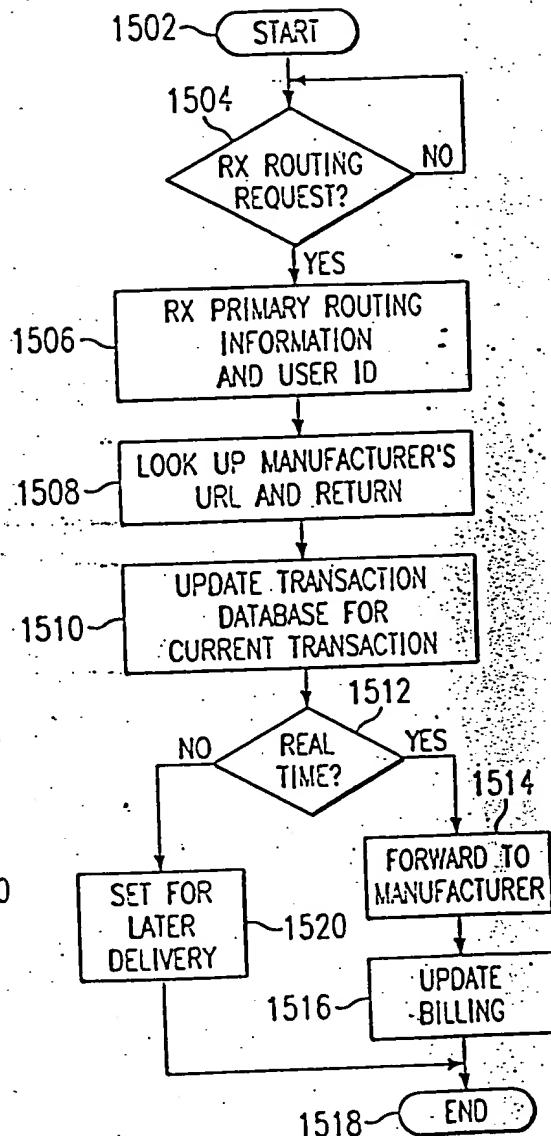


FIG. 15

PHL4-24, ~~740~~
740

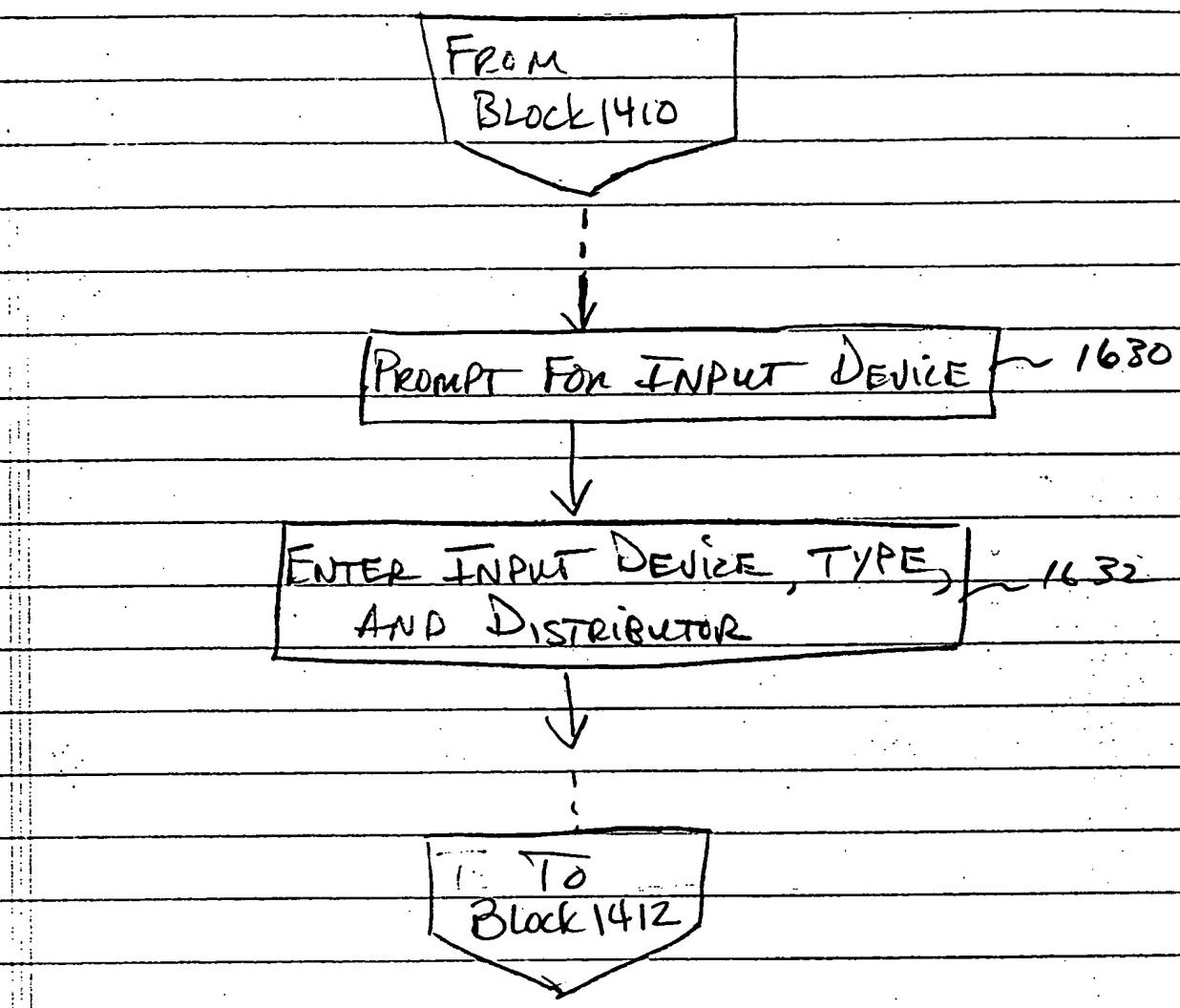


FIG. 16a

740

FIGURE FOR FIGURE NO. 16

Legend:

- 1600: Product
- 1602: Barcode
- 1604: Scanner
- 1606: Keyboard
- 1608: I/F
- 1610: PC
- 1612: Display
- 1614: LOCAL DATA
- 1616: GCN
- 1618: E-Commerce Site
- 1620: WAND DISTR SITE
- 302: I/F
- 304: I/F
- 306: ARS
- 308: ARS Database
- 310: ADVERTISER SERVICE
- 312: I/F

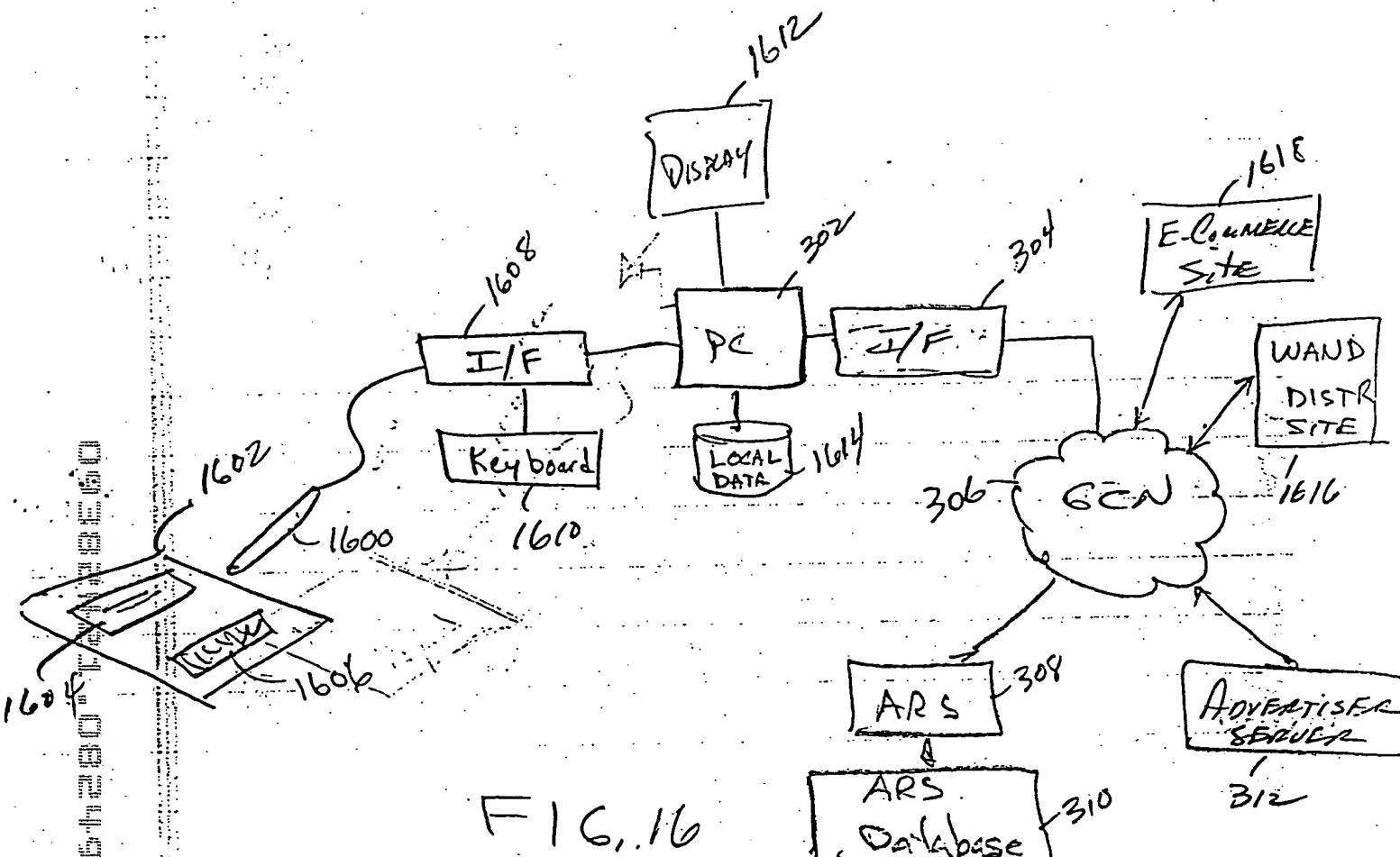


FIG. 16

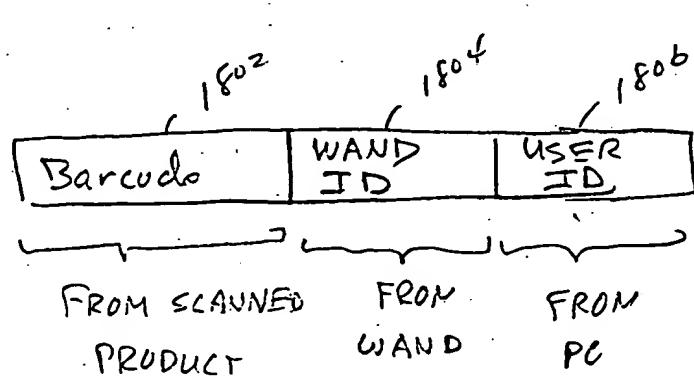
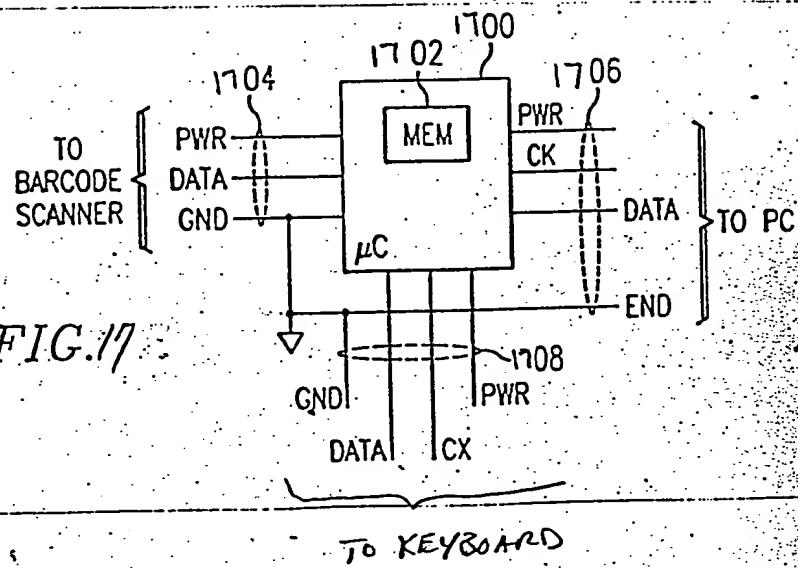


FIG. 18



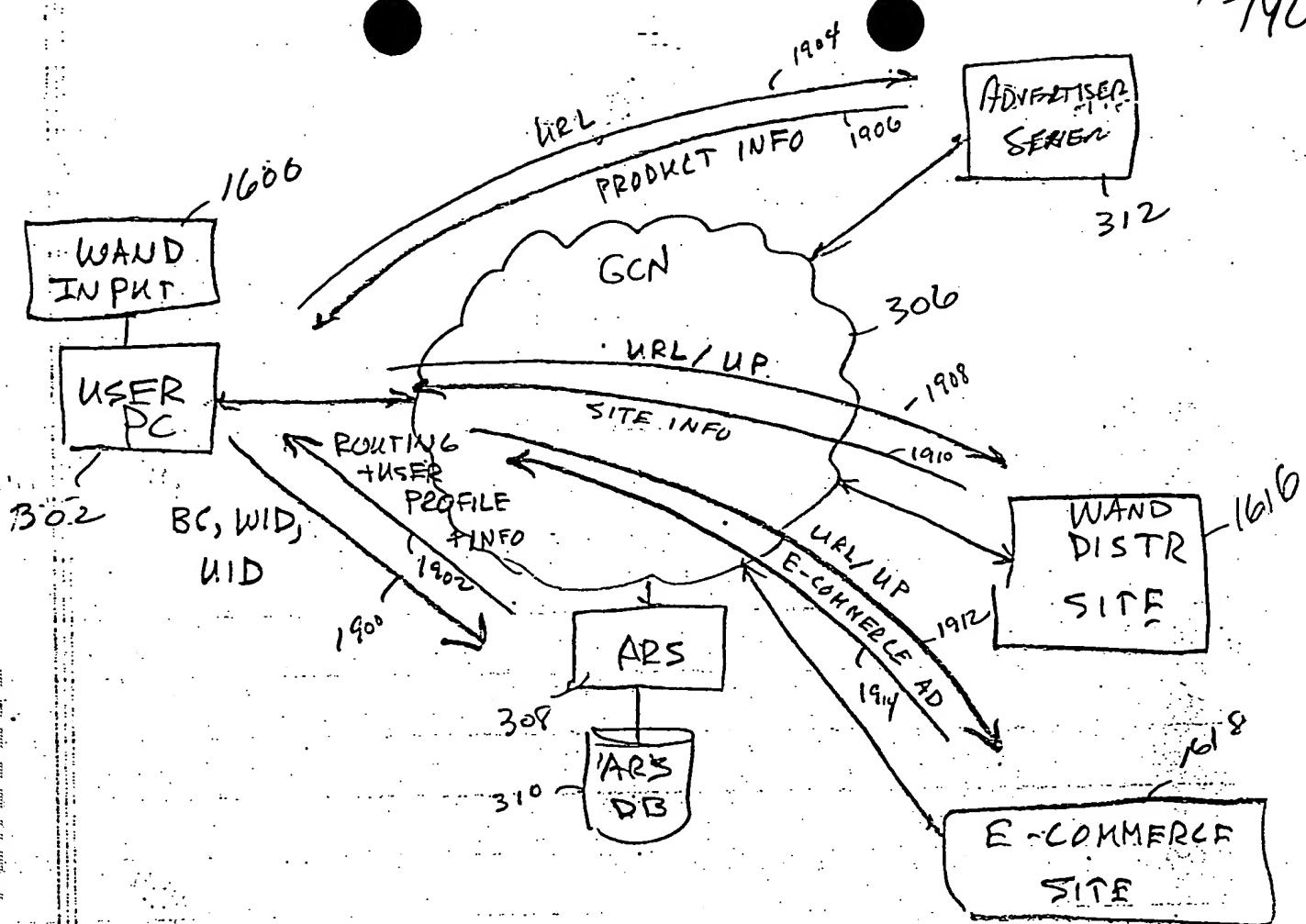


FIG. 19.

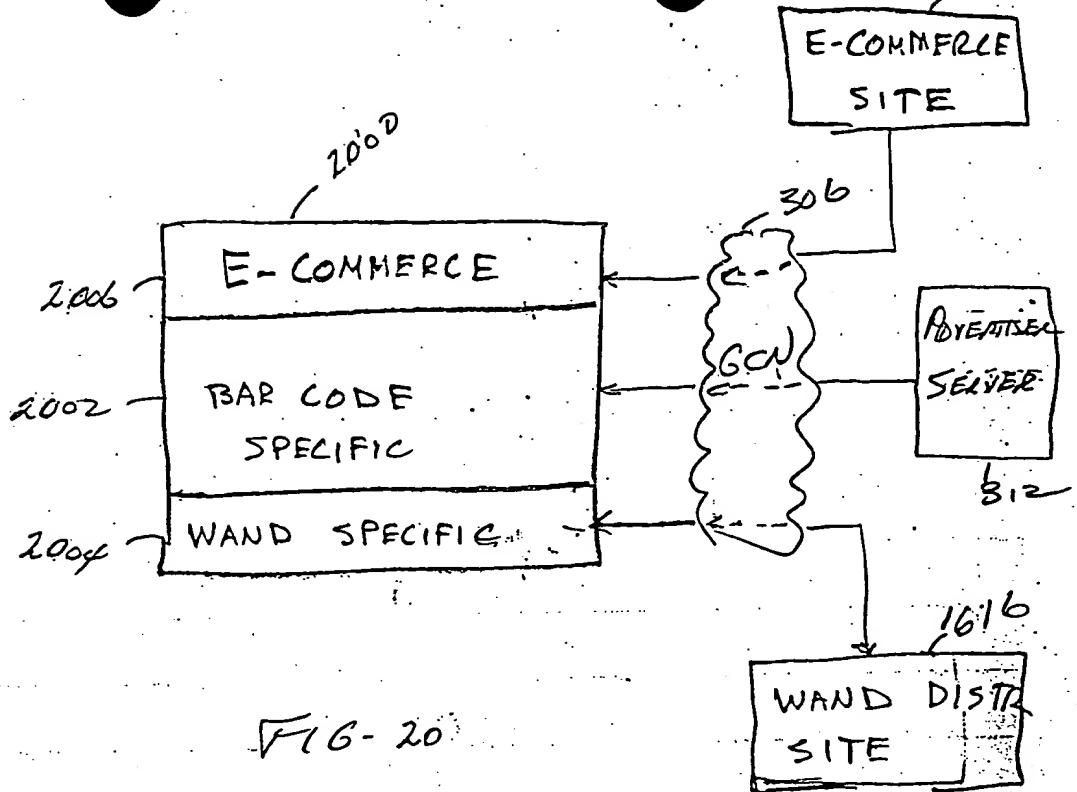


FIG- 20

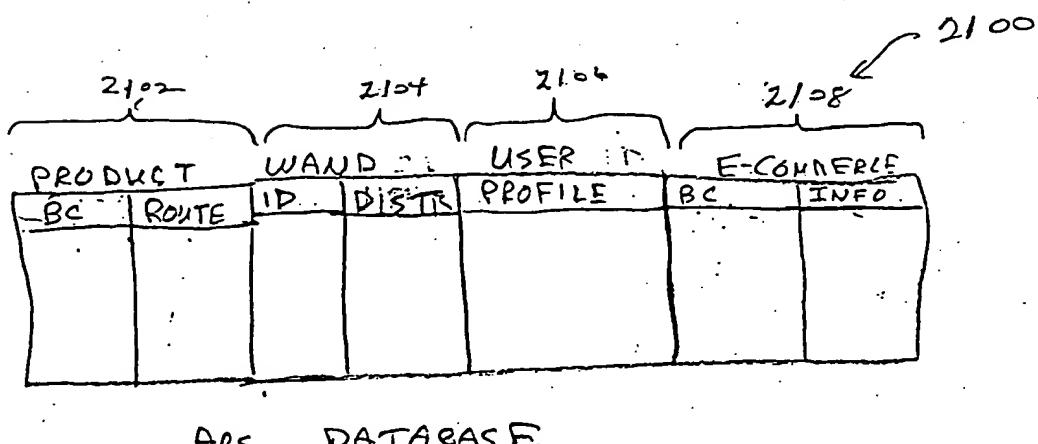


FIG- 21

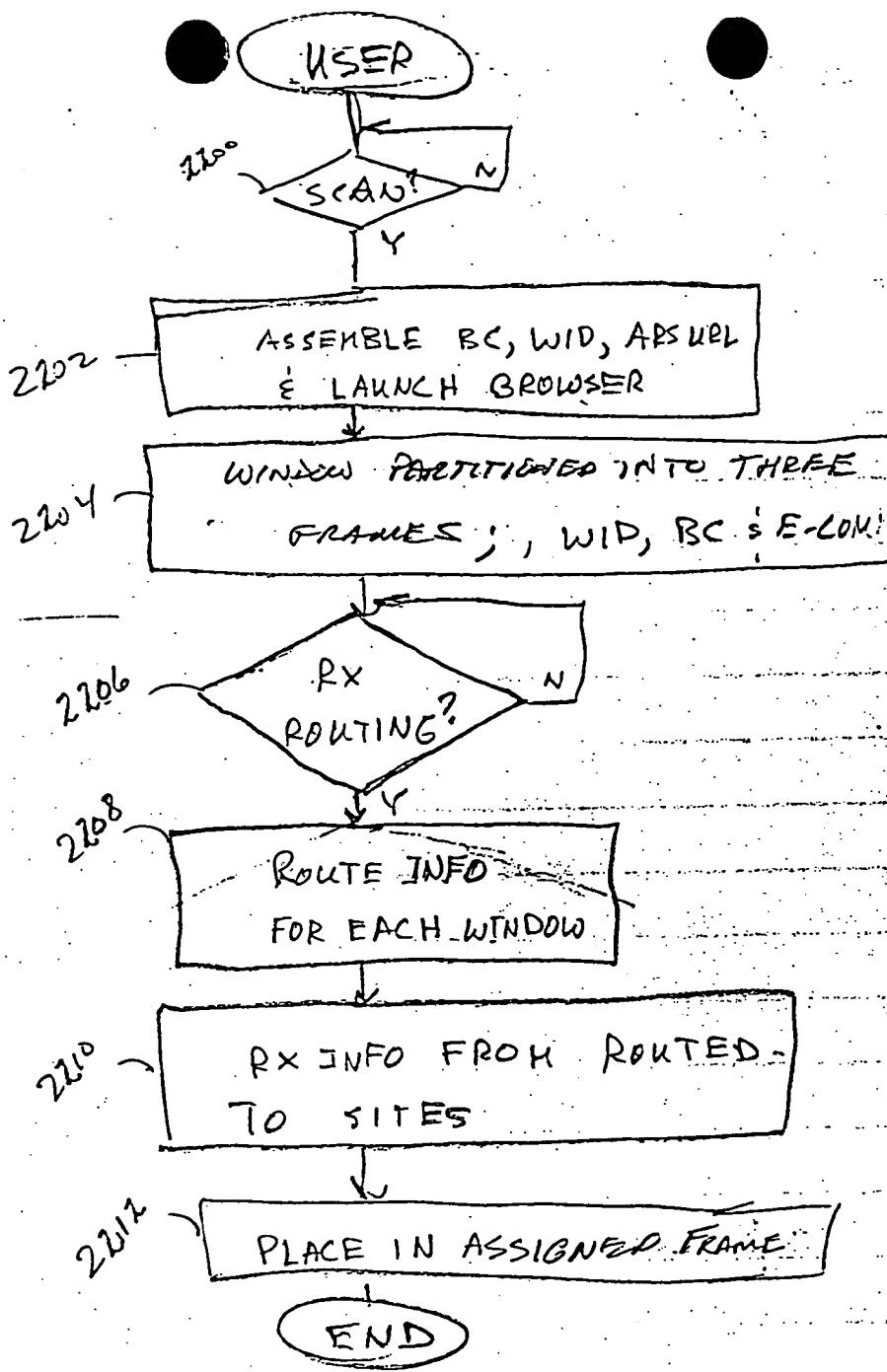


FIG-22

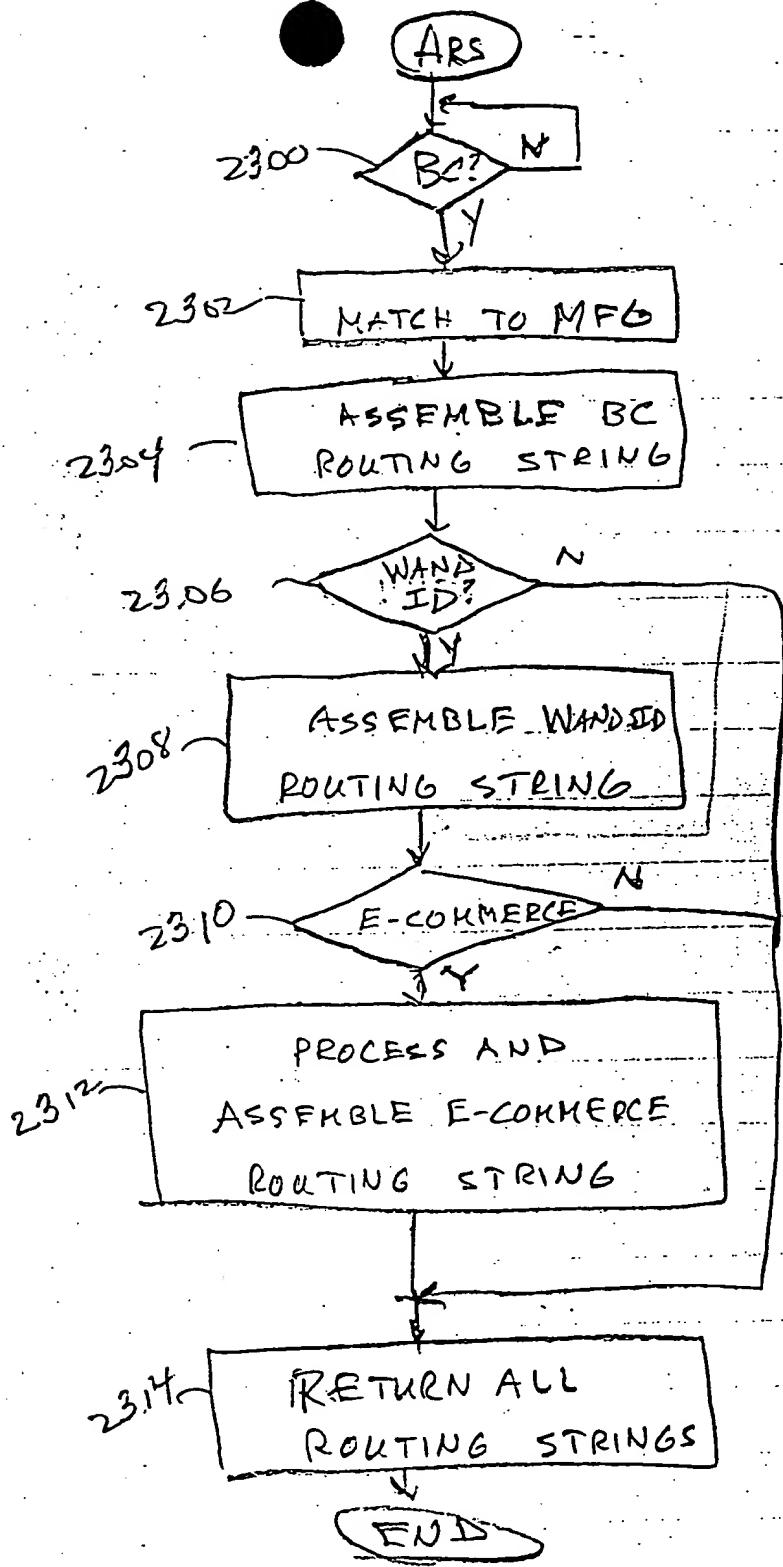


FIG- 23

Phy-24, ~~740~~
740

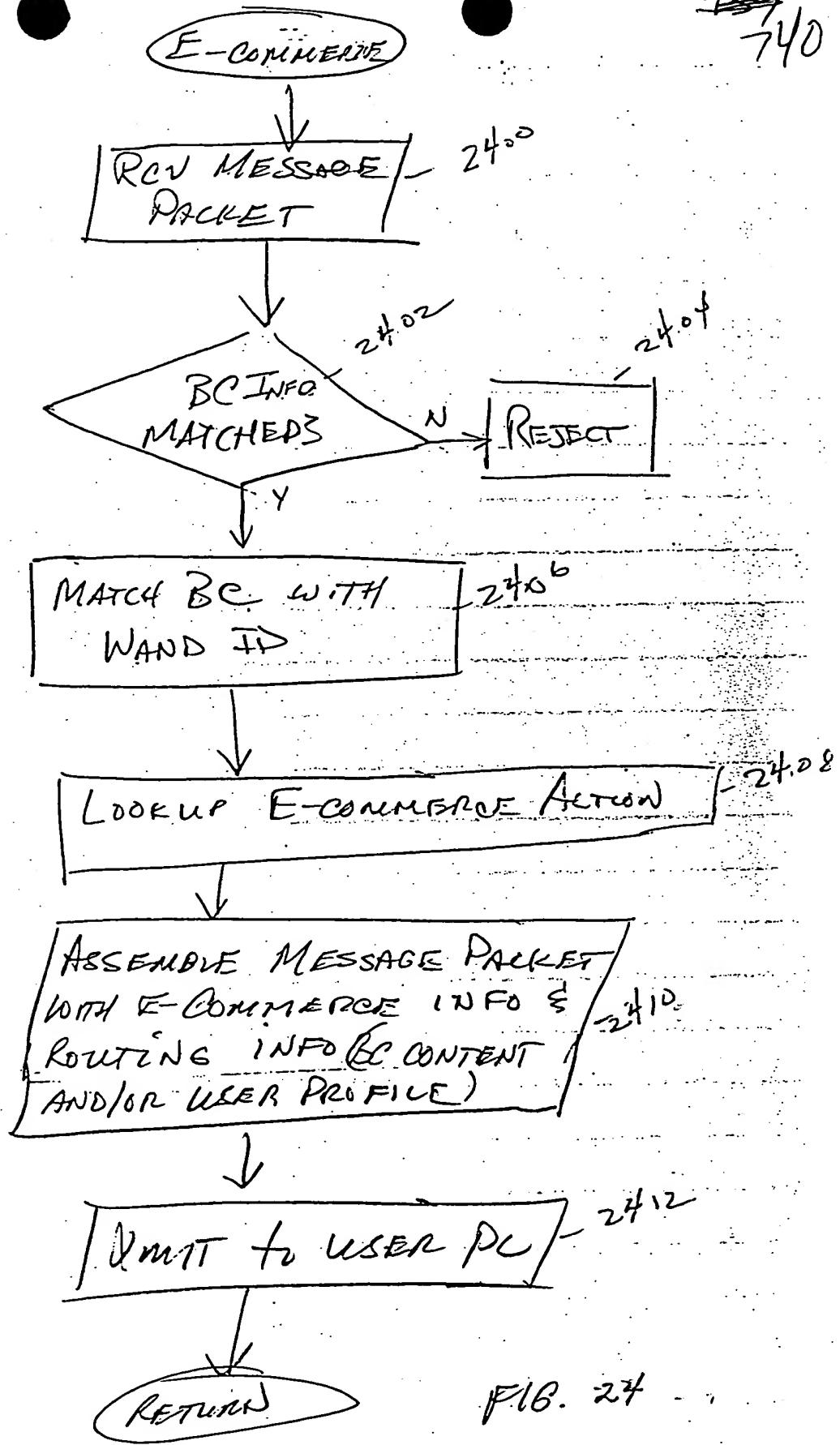


FIG. 24

PHLY-24,740

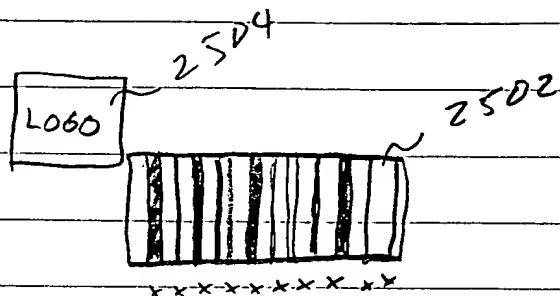


FIG 25a

2506

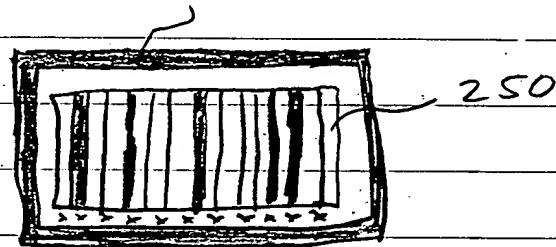


FIG 25b